

Rep Order# 9821147 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 57396

Printed: 09/19/2012 1:21 PM
Last Received: 09/19/2012 12:20 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 86
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //86
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGDS OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	SA	6P-630P	NEWS	:30	\$450.00	09/22-09/22	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/23-09/23	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*33	M-TU	6A-7A	NEWS	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*34	M-TU	530P-6P	NEWS	:30	\$800.00	09/24-09/25	1	1	1	\$800.00	
				Sales Remark: V5 MKGD								
				V5 Added								

---REPORT TOTALS---

Report Totals: 2 / \$1,250.00

---SALES MONTHLY TOTALS---

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sep 12: 130 / \$155,000.00
Sales Totals: 130 / \$155,000.00
Station Totals: 130 / \$155,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$470,267	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	32%	WLWT	20%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

Rep Order# 9821147 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 57396

Printed: 09/19/2012 8:51 AM
Last Received: 09/18/2012 2:24 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
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--- REMARKS ---

pls see lines 22 & 30
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*22	SA	6P-630P	NEWS	:30	\$450.00	09/22-09/22	1	1	1	\$450.00	
		Station Remark: V4 1x na 9/22 no news mg mon-tues 9/24-9/25 6-7a news ncir										
	*30	SU	630P-7P	NEWS	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
		Station Remark: V4 1x na 9/23 no time mg mon-tues 530-6p news 9/24-9/25 ncir										

---REPORT TOTALS---

Report Totals: 2 / \$1,250.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$155,000.00
Sales Totals: 130 / \$155,000.00
Station Totals: 130 / \$155,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$470,267	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC 32% WLWT 20% WSTR 0% WXIX 14%

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 2:13 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 57396

Station: WKRC-TV

Order Information:

Order #: 57396
Order Total: \$155,000.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09821147
Estimate #: 86
Flight Dates: 09/19/12 - 09/25/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (57396-22-1):

Rate: \$450.00
Air Date: Sat 09/22/12
Eligible Days: -----Sa--
Inventory Code: 6pm Local 12 News Sat
Inventory Description: 6pm Local 12 News Sat
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

1x Mon-Tue 6-7a
w 9/24-9/25 @ \$450

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 2:17 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 57396

Station: WKRC-TV

Order Information:

Order #: 57396
Order Total: \$155,000.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09821147
Estimate #: 86
Flight Dates: 09/19/12 - 09/25/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (57396-30-1):

Rate: \$800.00
Air Date: Sun 09/23/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

*1x Mon-Tue
5:30-6p on 9/24-9/25
NCAR*

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 1												
09/19/12	Wednesday	5:27:44 AM	:30	\$450.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/19/12	Wednesday	5:57:21 AM	:30	\$450.00	2012-MF	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH
09/20/12	Thursday	5:57:21 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/20/12	Thursday	5:13:27 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH
09/21/12	Friday	5:22:03 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH
09/21/12	Friday	5:05:26 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH
09/24/12	Monday	5:20:43 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH
09/24/12	Monday	5:28:14 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH
09/25/12	Tuesday	5:57:21 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH
09/25/12	Tuesday	5:58:06 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH
											\$4,500.00	10
Line: 2												
09/19/12	Wednesday	6:36:05 AM	:30	\$450.00	2012-MF	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH
09/19/12	Wednesday	6:50:22 AM	:30	\$450.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/20/12	Thursday	6:35:40 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH
09/20/12	Thursday	6:43:36 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/21/12	Friday	6:51:37 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH
09/21/12	Friday	6:36:10 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH
09/24/12	Monday	6:52:22 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH
09/24/12	Monday	6:43:06 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH
09/25/12	Tuesday	6:43:36 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH
09/25/12	Tuesday	6:44:06 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH
											\$4,500.00	10
Line: 3												
09/19/12	Wednesday	7:58:55 AM	:30	\$225.00	2012-MF	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH
09/19/12	Wednesday	7:58:56 AM	:30	\$225.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/20/12	Thursday	7:58:55 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/20/12	Thursday	7:58:56 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH
09/21/12	Friday	7:58:25 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH
09/21/12	Friday	7:58:56 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH
09/24/12	Monday	7:29:26 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH
09/24/12	Monday	7:36:07 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH
09/25/12	Tuesday	7:58:55 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH
09/25/12	Tuesday	7:36:07 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH
											\$2,250.00	10
Line: 4												
09/19/12	Wednesday	8:12:30 AM	:30	\$225.00	2012-MF	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH
09/19/12	Wednesday	8:53:30 AM	:30	\$225.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/20/12	Thursday	8:37:35 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH
09/20/12	Thursday	8:54:00 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 57396

Line: 4

09/21/12	Friday	3:45:40 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/21/12	Friday	3:59:26 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/24/12	Monday	3:19:15 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/24/12	Monday	3:59:26 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/25/12	Tuesday	3:19:30 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH-
09/25/12	Tuesday	3:59:26 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH-

\$2,250.00

10

Line: 5

09/19/12	Wednesday	1:58:26 AM	:30	\$450.00	2012-MF	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/20/12	Thursday	1:28:41 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
09/21/12	Friday	1:58:56 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/24/12	Monday	1:28:51 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/25/12	Tuesday	1:58:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-

\$2,250.00

5

Line: 6

09/19/12	Wednesday	2:20:49 PM	:30	\$500.00	2012-MF	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/19/12	Wednesday	2:08:22 PM	:30	\$500.00	2012MR	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH-
09/20/12	Thursday	2:08:29 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/20/12	Thursday	2:28:11 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/21/12	Friday	2:03:01 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/21/12	Friday	2:27:11 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/24/12	Monday	2:22:19 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH-
09/24/12	Monday	2:15:08 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/25/12	Tuesday	2:29:11 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
09/25/12	Tuesday	2:22:48 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH-

\$5,000.00

10

Line: 7

09/19/12	Wednesday	5:27:10 PM	:30	\$750.00	2012-MF	5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/19/12	Wednesday	5:03:58 PM	:30	\$750.00	2012MR	5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/20/12	Thursday	5:12:05 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/20/12	Thursday	5:19:27 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	6	MWASH-
09/21/12	Friday	5:28:15 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/21/12	Friday	5:04:28 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/24/12	Monday	5:19:02 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/24/12	Monday	5:19:32 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	7	MWASH-
09/25/12	Tuesday	5:04:48 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
09/25/12	Tuesday	5:13:05 PM	:30	\$750.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	PROMNEY 4 PRESIDENT 86		P-2	8	MWASH-

\$7,500.00

10

Line: 8

09/19/12	Wednesday	5:34:36 PM	:30	\$800.00	2012MR	5p Local 12 News at Fiv	5:30:00 PM-6:00:00 P	PROMNEY 4 PRESIDENT 86		P-2	6	MWASH-
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 8												
09/19/12	Wednesday	5:50:48 PM	:30	\$800.00	2012-MF	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/20/12	Thursday	5:42:07 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/20/12	Thursday	5:34:16 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	8	MWASH-
09/21/12	Friday	5:41:52 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/21/12	Friday	5:58:21 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/24/12	Monday	5:57:46 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/24/12	Monday	5:35:41 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	7	MWASH-
09/25/12	Tuesday	5:50:23 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
09/25/12	Tuesday	5:35:41 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
											10	
Line: 9												
09/19/12	Wednesday	6:20:47 PM	:30	\$900.00	2012-MF	6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/19/12	Wednesday	6:04:34 PM	:30	\$900.00	2012MR	6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH-
09/20/12	Thursday	6:28:11 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/20/12	Thursday	6:11:53 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/21/12	Friday	6:05:19 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/21/12	Friday	6:27:31 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH-
09/24/12	Monday	6:04:24 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH-
09/24/12	Monday	6:04:54 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/25/12	Tuesday	6:12:23 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/25/12	Tuesday	6:12:53 PM	:30	\$900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
											10	
Line: 10												
09/19/12	Wednesday	7:43:07 PM	:30	\$850.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/19/12	Wednesday	7:51:44 PM	:30	\$850.00	2012-MF	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH-
09/20/12	Thursday	7:50:44 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	10	MWASH-
09/20/12	Thursday	7:34:45 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/21/12	Friday	7:59:06 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-
09/21/12	Friday	7:35:45 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH-
09/24/12	Monday	7:43:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/24/12	Monday	7:43:52 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH-
09/25/12	Tuesday	7:35:30 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH-
09/25/12	Tuesday	7:42:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH-
											10	
Line: 11												
09/19/12	Wednesday	11:05:23 PM	:30	\$1,800.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	8	MWASH-
09/19/12	Wednesday	11:27:07 PM	:30	\$1,800.00	2012-MF	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH-
09/20/12	Thursday	11:05:34 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	9	MWASH-
09/20/12	Thursday	11:34:15 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH-
09/21/12	Friday	11:26:16 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 11												
09/24/12	Monday	05:08 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	4	MWASH
09/24/12	Monday	05:38 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	7	MWASH
09/25/12	Tuesday	03:30 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	6	MWASH
09/25/12	Tuesday	04:49 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	5	MWASH
											9	
Line: 12												
09/25/12	Tuesday	07:57:36 PM	:30	\$4,000.00		Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 13												
09/25/12	Tuesday	09:40:08 PM	:30	\$3,500.00		Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 14												
09/19/12	Wednesday	09:52:10 PM	:30	\$5,000.00		2012MR Wed Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 15												
09/19/12	Wednesday	09:36:53 PM	:30	\$3,500.00		2012-MFWed Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 16												
09/20/12	Thursday	08:44:13 PM	:30	\$4,000.00		Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 17												
09/21/12	Friday	09:43:00 PM	:30	\$2,500.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 18												
09/22/12	Saturday	06:32:37 AM	:30	\$225.00		6a-8a Local 12 News Sat	6:00:00 AM-7:00:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 19												
09/22/12	Saturday	07:05:48 AM	:30	\$225.00		6a-8a Local 12 News Sat	7:00:00 AM-8:00:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 20												
09/22/12	Saturday	07:57:41 AM	:30	\$350.00		CBS This Morning Sat	8:00:00 AM-9:00:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 21												
09/22/12	Saturday	09:19:38 AM	:30	\$350.00		CBS This Morning Sat	9:00:00 AM-10:00:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 23												
09/22/12	Saturday	09:28:26 PM	:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 24												
09/22/12	Saturday	1:26:15 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/22/12	Saturday	1:06:05 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											2	
Line: 25												
09/23/12	Sunday	3:59:26 AM	:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 26												
09/23/12	Sunday	3:54:19 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 27												
09/23/12	Sunday	3:12:04 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 28												
09/23/12	Sunday	3:59:56 AM	:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 29												
09/23/12	Sunday	3:58:26 PM	:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/23/12	Sunday	1:34:14 PM	:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/23/12	Sunday	2:58:26 PM	:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH
											3	
Line: 31												
09/23/12	Sunday	7:39:38 PM	:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/23/12	Sunday	7:19:17 PM	:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
											2	
Line: 32												
09/23/12	Sunday	1:05:43 PM	:30	\$1,800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/23/12	Sunday	1:25:37 PM	:30	\$1,800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											2	
Line: 33												
09/25/12	Tuesday		:30	\$450.00		6a Good Morn Cincinnati	6a-7a	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 34												
09/24/12	Monday	3:34:41 PM	:30	\$800.00		5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
											130	
											130	
											130	
											130	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
				\$155,000.00							130	

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